

Kris Raser

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Biography

Kris Raser is a designer, producer and educator whose work intersects at various points where design, user experience, video production and digital instruction overlap.

Raser first studied art at Millersville University in Lancaster County, Pennsylvania and graduated in 1997 with his undergraduate degree. After taking several years off from higher education to work in youth ministry leadership (Young Life) and then creative production management in the context of environmental education (NorthBay Education), he completed his *Masters in Digital Art* degree in the Summer of 2014 at Goucher College. This MA in Digital Art helped prepare Kris for his current full time position as *Multimedia Project Manager* in the Office of the Vice Provost, Library, Museums and Press at the University of Delaware.

Along with his full time work at the University of Delaware, Kris began teaching *Interaction Design* in the Art & Design department at UD in 2018, helping undergraduates understand the connection between people and technology. Raser has been teaching online digital-art & web coding courses (Photoshop/Illustrator, HTML/CSS) at Southern New Hampshire University (SNHU) since 2017 & University of Maryland Global Campus (UMGC) since 2015.

Kris has been married for 26 years this fall (2023) to Karen, an elementary school teacher. Karen currently teaches grades 1 & 2. Kris & Karen have two children - Molly (21) & Pierce (19).



Diversity Statement

Having spent 12 years in the environmental education field, I have learned that our success as human beings can be reflected in how we measure a healthy, diverse ecosystem. In the same way that an ecosystem suffers if any of its parts are removed or compromised, so it is in human communities, teams, businesses and universities.

Differences in background, physical abilities, religion, ethnicity, gender, age or sexual orientation can and should be uplifted as strengths when building a well-functioning community. But it is just as important that each person in these human ecosystems feels included and understands that their voice has merit. It is not enough to “not discriminate”, we must invite, include. My extremely fulfilling career trajectory has allowed me to work with middle and high school age students, as well college age undergraduates. This work has continued to reinforce my commitment to honor and welcome each student, colleague and person as a unique and valuable individual.

Some of the best work I have ever been a part of was when I had the privilege to manage a diverse creative-production team. Our individual uniquenesses resulted in some of the best collaborative projects that I have ever helped create. The projects’ universal appeal & successes are also, I believe, a direct result of the work of this inclusive, diverse team.

It is my goal to welcome, include & value each person, colleague & student with whom I come in contact, and it is why I chose to complete the LEAD Ally program at UD. These are the values that I share with every employer for whom I have worked, including the University of Delaware.



Education

1997 - BA in Art - Millersville University

Fine and studio art studies (typography, illustration, composition, sculpting, photography, & printmaking) that segued into desktop publishing and web design.

2014 - MA in Digital Art - Goucher College

Study of digital production from a variety of perspectives (graphic design, web development, video production, animation, audio production & business management). My focus was on the application of various digital mediums into individual projects such as website creation, movie production, creative direction & project management.



Graduate Capstone/Thesis

Raser | Gather - June 2014

- Writing & production of original music ([Apple iTunes](#), [Spotify](#))
- Graphic design of [physical CD, cases and ephemeral materials \(download cards\)](#),
- [Promotional website design](#), promotion and distribution. (*Unsupported Adobe Muse project.*)



Employment & Teaching Roles

2021-Present - Multimedia Project Manager

[University of Delaware \(Library, Museums & Press\)](#)

Oversee communication, event and multimedia projects and staff, partitioning project deliverables into specific tasks with deadlines. Actively shepherding multiple parallel projects through the workflow to ensure timely completion.

2017-2021 - Digital Content Specialist

[University of Delaware \(Library, Museums & Press\)](#)

Developing engaging, pedagogically sound & accessible digital content with the aim of supporting student success and learning. Digital content includes web-based tutorials, instructional videos, research guides, interactive tools, infographics, posters, and web pages.

2017-Present - Adjunct Professor

[Southern New Hampshire University \(Graphic Design & Media Arts\)](#)

Intro to Digital Imaging – Digital art and graphic design fundamentals using Photoshop & Illustrator

Digital Graphic Design for Web – Digital graphic design theory and its application to web design.

Design and Color Theory – Examining the basic elements and principles of design, including balance, emphasis, proportion and rhythm.

2015-Present - Adjunct Associate Professor

[University of Maryland Global Campus \(Digital Media & Web Technology\)](#)

Illustration Graphics – Adobe Illustrator basics & image editing.

Fundamentals of Digital Media– Digital art and web fundamentals.

2020 - Named ***Outstanding Adjunct Faculty***. Based on student feedback and categorical guideposts such as: Relevancy (making course content relevant for students), Responsiveness (responding to students in a timely and thorough manner), and Relationships (ensuring students know that you are invested in their learning).

2018-2019 - Adjunct/Instructor

[University of Delaware \(Art & Design\)](#)

Interaction Design – Teaching the elements of user experience design as it applies to web, app and interface design development (XD, Sketch, and InVision).

2005-2017 - Creative Director/Media Arts Manager

NorthBay Education

Manage NorthBay's Creative/production team (4) | Create graphic/web design work for publications, presentations and web | Executive produce live show, create websites, videos and design elements that compliment said show | Video production, writing and editing for various blogs, & websites | Member of NorthBay's Leadership Team - giving direction and guidance to all areas of the education and camping business | Manage spending and stewardship of \$300,000 media budget

1997-2005 - Area Director

Young Life

Serve as Area Director for three school districts and two counties in MD. (9 Schools/5,544 Students) | Recruiting, training and deploying volunteer leaders to work directly with high and middle school students | Recruit, train and plan with volunteer committee to manage area | Teach, and build relationships with, students. Develop & write character building lessons that fit into the faith teachings of the Christian religion.



Research Goal/Artist Statement

I seek to create art that is approachable, fun, interactive and that engages viewers by telling a story, causing them to critically examine their worldview, and by encouraging a smile.

My research goals center around digital art, its impact on human interaction and where user experience meets storytelling. My experience in higher education online courses, project management & production and digital pedagogy encourage me to find the places (and develop the spaces) where student engagement, success and mentorship coincide.

I teach design, web & digital production fundamentals and best practices to encourage students to tell their best story. And I strive to build “online and classroom educational environments that are not merely repositories of content, but platforms for engaging students and teachers as full agents of their own learning.” ([Critical Digital Pedagogy - A definition](#). Jesse Stommel. November 18, 2014.)



Teaching Philosophy

(Abridged)

Instruction. Practice. Building.

There is time for instruction in our course. During our course I will be sharing tools and materials with you that, if you engage with them as they are outlined, will help you understand how to design great things for print, for the web and the physical world. I hope that is why you are here too! Rest assured, you will come away from our time together having made something that you are proud of. But before we become expert designers ourselves, we must start by hearing from other experts in the field. This is why the reading materials and video tutorials are so important in our course. Read & watch everything!

We know that one cannot become great at something without also having the time to practice. We need to play around and mess things up. To figure out how to break the rules that we just learned. Having this time to practice with our digital tools is the second most important step of our journey. Do this practice work. Don't sell yourself short!

And lastly, there will be a time when we are asked to build a specific thing using the tools that we read about and practiced with. You may not consider yourself an expert yet, but you are on your way. There is time to build. By the way, here are some guidelines (we'll call it a rubric to sound more academic) and a lot of freedom. Now make something great that you will be proud of. What a great field and practice we have as designers!

“What will you make today?”

This quote hangs in my office at the University of Delaware. The challenge to make something great has yielded great work, and that is my hope for our course here.

Raser

[Full Version - Raser Teaching Philosophy](#)



Administrative Experience

(Roles as Manager and Director)

2021-Present - University of Delaware Multimedia Project Manager (Library, Museums and Press)

Oversee communication, event and multimedia projects, partitioning project deliverables into specific tasks with deadlines. Actively shepherding multiple parallel projects through the workflow to ensure timely completion.

- Review proof print and digital communication pieces produced by the team, including articles, brochures, ads, posters/banners, the annual report, wraps, giveaways, the website, monthly electronic communications and social media.
- Recommend new communication strategies and methods to supervisor and participate in team brainstorming/discussions related to strategy and crisis communications.
- Develop and implement best practices and documentation to assist other staff in planning for programming and in communications.
- Continually improve workflow and processes using a content management system, (Asana).
- Plan and manage the video process for in-house produced videos. Create/update print and digital communications as needed for the team.
- Collaborate with Library IT on Library webpage planning and manage specific pages.
- Provide performance goal planning and reviews for direct reports.

2005-2017 - NorthBay Creative Director & Media Arts Manager

While serving in this position Kris was the team lead and creative director of NorthBay's Media Art Department. Besides Raser, this unit consisted of 3 salaried and 1 hourly employees who were responsible for any and all creative, media, & marketing endeavors of one of the largest environmental education programs in the U.S. NorthBay serves over 10,000 public school students, 8,000 wilderness campers and over 14,000 retreat guests each year. Besides his team lead, media training and management roles, Kris was also personally responsible for web & print media, marketing materials and video production to support NorthBay's mission. For 8 years Kris was also a contributing member of NorthBay's Leadership Team that gives direction and guidance to all areas of the education and camping business.

NorthBay's Media Arts Team's non-exhaustive area of influence:

- *Graphic/web design work for publications, presentations and web*
- *Executive produce live character development show. Create websites, videos and design elements that compliment said show.*
- *Video production, writing and editing for various blogs, & websites*
- *Social media marketing and management (Facebook, Instagram, Twitter)*
- *Manage spending and stewardship of \$300,000 media budget*

1997-2005 - Young Life Area Director

As Young Life Area Director, Kris oversaw the operations of Young Life's Bay Area, MD (Kent and Queen Anne's Counties). Young Life is a world-class organization for adolescents. Young Life's staff and volunteers enter the world of kids, focusing on what matters to them — fun, adventure, friendship and a sense of significance. In doing so, these caring adults earn the privilege of talking to them about something that they believe matters most of all — God's love for them.

Area Director/management role consists of, but is not limited to:

- Recruitment, training and deployment of volunteer adults for work with adolescents.
- Recruitment, training and development of adult committee to help manage operations and create management oversight and accountability.
- Raise upwards of \$85,000 budget within the local area
- Teach and build relationships with students. Offer adventure and character building lessons that promote the faith teachings of the Christian religion.



Publications | Honors | Awards

April 2022 - [ARL Film Festival 2022—The “Arlies”](#)

Best How-To/Instruction Film: University of Delaware Library, [What’s in a Database?](#)

October 2013 - [Goucher College - In the Loop Interview](#)

Goucher’s MADArts Program Helps Filmmaker Hone His Craft.

2013 - [IMDB - Toobie Movie. 2013.](#)

Writer, Producer, Composer credits.

Fall 2017 - [University of Delaware - Institutional Repository, Historical Tour](#)

FYE Historical Tour, Representations of Slavery and Freedom

Video & Podcast production, graphic design, visuals

October 2017 - [UDaily - Open Textbook Workshop For Faculty.](#)

Story graphic

2009 Graphic Design Magazine - NorthBay DVDs & CDs



Presentations | Workshops | Leadership Forums

May 2020 - "User Experience & Design" - UD [Delphi Scholar Institute](#) (Center for Material Cultural Studies)

October 2019 - "Introduction to Adobe Illustrator" - ART209
Instructor: Library, Museums & Press Workshop Session

October 2019 - "Final Cut Pro X, Basics & Deep Dive" - COMM326
Instructor: Library, Museums & Press Workshop Session

September 2019 - "From Photoshop to GIFs" - ENGL413
Instructor: Library, Museums & Press Workshop Session

August 2019 - "Research Guides & Canvas: How partnering with a librarian will help your students succeed!" - *Keep Calm, Teach On*, Co-Presenter (Aimee Gee)

May 2019 - "User Experience & Design" - UD [Delphi Scholar Institute](#) (Center for Material Cultural Studies)

May 2019 - "What if we can think about scalability in a whole new way?" - *MLA/DLA Annual Conference*, Co-Presenter (Meg Grotti)

January 2019 - *Leadership Institute for Digital Professionals*
Select Participant, University of Delaware STAR Campus

June 2018 - "Design & Aesthetics" - UD [Delphi Scholar Institute](#) (Center for Material Cultural Studies)

October 16, 2018 - "Introduction to Adobe Illustrator", Library, Museums & Press Workshop

February 2018 - *Digital Pedagogy Lab 2018* - UD IHRC
Select Cohort Participant

 **Teaching Experience****2018-Present - Southern New Hampshire University**

[*Intro to Digital Imaging*](#) (5 sections)

[*Digital Graphic Design for Web*](#) (3 sections)

[*Design and Color Theory*](#) (1 section as of Spring 2020)

2015-Present - University of Maryland Global Campus

[*Illustration Graphics*](#) (21 sections)

[*Fundamentals of Digital Media*](#) (4 sections)

[*Image Editing*](#) (2 sections)

2018-2019 - University of Delaware

[*Interaction Design*](#) (2 sections)

Course reviews:

[University of Maryland Global Campus](#)

[Southern New Hampshire University](#)

[University of Delaware](#)



Professional Committees | Workgroups | Certificates

2022 - [Project Management Certificate](#) - UD Professional and Continuing Studies
2020 - Library, Museums & Press, *Social Committee, Treasurer/Co-coordinator*
2019-Present - Library, Museums & Press, *Social Media Committee, Contributing Member*
2019-Present - The Journey, *Worship Leader*
2018 - Library, Museums & Press, *Search Committee: Digital Scholarship Librarians*
2017-Present - Library, Museums & Press, *First Year Seminar, Digital content*
2017-Present - Library, Museums & Press, *Web Working Group, Contributing member*
2017-Present - Library, Museums & Press, *Instruction Steering Committee, Contributing member*
2017-2021 - Library, Museums & Press, *LibGuides Task Force - Administrator/Lead*
2017 - Library, Museums & Press, *Search Committee: Multimedia Literacy Coordinator*
2010-2017 - Cornerstone Presbyterian Church, *Worship Leader*
2009-2017 - NorthBay, *Education Leadership Team, Contributing member*
2004-2017 - Young Life, *Worship Leader (Family Camp)*
2001-2003 - Youth Leadership Institute, *Director (Kent County, MD)*

Professional Organizations

College Art Association (CAA), New York, NY
Lambda Chi Alpha Fraternity (Millersville University)

Large-scale Projects | National Partners

NorthBay Toobie Project - [Raser: Writer, Producer, Composer \(IMDB\)](#)

"Toobie" is a coming of age story about bullying. The 45 minute Short Feature Film premiered at the Maryland International Film Festival in 2014. Over 10,000 middle school students per year watch the film, from Philadelphia to Washington, D. C., to spark conversations about bullying, the power of education, and the ripple effect of making positive decisions.

Raser co-wrote the story, was score composer and co-producer, directly overseeing the animation interstitials developed for the film. [Animation example](#).

Work developed for:

US Department of Agriculture & US Forest Service, Young Life, Fellowship of Christian Athletes, University of Delaware, NorthBay Education, Cornerstone Presbyterian Church, Studio360 (Podcast), The Mike O'Meara Show (Podcast) and other independent projects.



Digital Tool Proficiencies

Adobe Creative Cloud: XD, Photoshop, Illustrator, After Effects, InDesign, Dreamweaver, Muse, Premiere

Apple Application Suite: Pages, Keynote

Apple's Professional Video Editing Suite: Final Cut Pro X, iMovie

Audio Production suites: Ableton Live 10, Logic Pro X, Garageband

GoodBarber: App development software

Google Apps Suite: Drive, Docs, Sheets, Slides, Drawings, Forms

HTML5/CSS3: Front-end development

Mailchimp

Microsoft Office Suite: Word, Excel, PowerPoint

Online learning/classroom environments: WebTycho, GoucherLearn [Joule Course Management], Blackboard (SNHU), Brightspace (UMUC & SNHU), Canvas, & LibGuides/LibApps (University of Delaware's LibGuides' Administrator)

Project Management Software: Asana, Trello

Sketch/InVision: UX design - App and web development software

Snagit & Camtasia: Screen capture & Closed-Captioning editing software

Social Media channels: Facebook, Twitter, Youtube, Instagram, Snapchat, Hootsuite Social Media Management

Web & Accessibility Analytics tools: Google Analytics, Iconosquare, FB Insights, SiteImprove
WordPress

References

José-Luis Riera (Vice President for Student Life - University of Delaware)

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